

SKIDDING IS TERROR OF ALL MOTORISTS

Some Ways to Avoid Trouble
When Chains Are Forgotten
Told by Müller.

NEVER USE THE BRAKES

Ask the average motorist what he fears in the daily handling of his machine and the answer will be "skidding." For there is no other thing more than all others that the motorist fears.

It is that sickly sinking of one's interior must come with the sudden and entire loss of control inevitably accompanying a bad skid.

The reckless, the foolish and the incompetent pedestrian can be guarded against; even the man who loses himself in a brown study in the middle of a busy street and the old lady who flutters back and forth in the path of a car like a bee.

Skidding can be taken care of with the brakes. But with a skid once started, the driver is in a perilous position.

As an absolute preventive of skidding, skid-proof chains will naturally suggest themselves at once to the reader, and it may be added that two of the insurance companies that write automobile accident policies have taken cognizance of the frequency of accidents caused by skidding and recommend the use of chains.

In truth, if the chains are ever present danger, has been skidded, so that the remarks which follow may be taken merely as advice for that day when somebody forgets and left his chains in the locker at home. And right here we can offer the best anti-skid rule of all: Make it an invariable rule to keep the chains in the car and not trust to remembering to put them there just before you start out.

Skidding is the result of the failure of one force to counteract another—in other words, the momentum of the machine in excess of its traction and almost invariably has its origin in an attempt to alter the direction of travel when on a slippery surface. Consequently, the first precaution to be observed is to drive slowly over the occasional stretch of wet asphalt. A skid will also obviate the necessity of using the brakes in the majority of instances, for braking is one of the things that should be avoided by all means when attempting to regain control during a skid, as if the rear wheels are made to resume their usual function of rolling after the front ones the skid will be over. The average motorist's first impulse is to jam on the brakes hard, with the result that the driving wheels immediately lock and continue to travel sideways on the small section of the tire that lost its traction and caused the skid in the first place.

If it is possible to avoid the use of the brakes and the front wheels are thrown immediately in the same direction as the rear of the car started to slide, the tendency to keep up this process until the car lands up against the curb or some other equally unpleasant obstruction will be counteracted and its progress arrested. For example, if in attempting to pass another vehicle to the left the rear wheels refuse to take part in the maneuver, but start on a swing for the curb at the right, the steering wheel should be immediately swung in the same direction, thus presenting the four wheels of the machine as a broad "V" against the skidding action.

Where the pace is overfast, considering the slipperiness of the surface, the energy of the moving body cannot be absorbed in a short distance either by the brakes or the turning of the steering wheels to counteract the slide. Then occurs that most to be dreaded of all skids—the "fishy on all four," against which only a swift mental appeal to Providence and a resolution to use the tire chains next time are of any avail.

The rolling momentum of the car is transformed into a force that sends the whole machine along sideways, its progress aided by the locking of the rear wheels, and the driver finds himself utterly helpless. As a producer of skids, the most virulent type street car tracks are way above par.

As the only sure and dependable means of preventing skidding anti-skid chains stand supreme. I always have a set with me. They are easy to put on and easy to take off, and if they were twice as hard to handle I should still believe that the element of safety they add to my pleasure would make them well worth while.

CANTILEVER SPRINGS.
Overland Has Them on Its Lowest Priced Car, Model 75.

Among the advantages that stand out prominently in the specifications of the Overland model 75, on exhibition at the show, is the cantilever type of rear springs, with which the lowest priced Overland car is equipped.

These springs differ from the ordinary double acting type in that they make allowance for yield in the direction of the car's travel, as well as the upward and downward movement of the car's body. They are so designed as to reduce to a minimum the jolts and jars caused by

driving over rough country roads or uneven city pavements.

In joining a cantilever type spring with the axle of a car the connection is made at the rear end of the spring instead of in the middle. This permits a free backward and forward motion, which springs of the conventional type do not allow. When the wheels of a car strike a bump or rut the reaction is directed backward at a slight angle, instead of straight upward against the spring.

By this cantilever method the spring moves up and down at one-half the usual speed. As the action, therefore, is slower than ordinary, the resultant effect is that after the bump there is less cushion before the car strikes the usual roadway.

Those who have ridden in the Overland model 75 declare that even over the roughest bumps and potholes the experience is little or no shock.

Tires Sold by Wholesale.
The relationship between automobile tires and wireless telegraphy plays a very important part in the production of Goodyear tires. The Goodyear Tire and Rubber Company several years ago installed stations at the Akron plant and the Detroit branch and is the only tire company in the United States so equipped.

Goodyear finds wireless a great time saver in exchanging messages with its branch and the automobile manufacturers.

**HUPMOBILE SERVICE
PLAN A BIG SUCCESS**

Company Gratified by Results
Obtained From Aiding
Owners.

By LEE ANDERSON,
Sales and Advertising Manager of
the Hupp Motor Car Corporation.

Adoption of the Hupmobile nationwide service plan has been by far the most gratifying part of the present season to the Hupp Motor Car Corporation. This service system, which was inaugurated with the introduction of the Series N Hupmobile in June, has been the greatest step which the company has ever made in the interests of Hupmobile owners.

The word "service" has probably been one of the most misused words in the motorist's dictionary. Both owner and dealer had their own ideas of just what service was to be rendered and given. Misunderstandings, often of serious nature, were the result, and the whole situation was unsatisfactory. Probably the greatest abuse of the word "service" was the use of it by the dealer who, in his anxiety to make a sale, gave promises of service which would break his employer if he ever tried to make them good.

So at the Hupp factory we sat down and figured out the most logical way to remedy the situation. We found a plan satisfactory to the interests of our owners, our dealers and ourselves. Under the old arrangement an automobile owner received service usually from the man from whom he purchased the car. If he made a tour to other parts of the country, or perhaps moved to another city, he was away from his base of service supply. In order to remedy this we decided first to make our service nationwide. We found Hupmobile dealers were unanimous in their approval of the plan. We then decided with the dealers to create a separate service fund to which the dealers and factory contributed so much per car for service. This guarantee service fund is under the direct control of the company.

After figuring with our dealers and from our own experience we decided that every owner should receive fifty hours of free service with every Hupmobile. This by experience had proved to be more than adequate for ten months service, or an average of five hours a month.

Many cars are injured because the owner does not take the trouble to have essential parts of his machine inspected regularly. A simple adjustment at the proper time would save big repair bills, so we decided to require that every Hupmobile be inspected at some authorized Hupmobile service station once a month. We then decided to have big repair bills, so we decided to require that every Hupmobile be inspected at some authorized Hupmobile service station once a month. We then decided to have big repair bills, so we decided to require that every Hupmobile be inspected at some authorized Hupmobile service station once a month.

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MITCHELL \$100,000 CAR SELLING BOOK

"Every Car Sells Another" Is
the Slogan in Using
Owners' Letters.

BIG NEW YORK DEMAND

By OTIS C. FRIEND,
General Sales Manager, Mitchell-Lewis Motor Co.

For a long time the Mitchell-Lewis Motor Company annually has sold its output of Mitchell cars by cooperating with its dealers on a comprehensive plan which includes the following cardinal principles of motor car merchandising:

Make the car its own best argument. Utilize the enthusiasm of the satisfied buyer to sell another car—he will be installed stations at the Akron plant and the Detroit branch and is the only tire company in the United States so equipped.

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has necessitated a method of spring suspension which differs materially from that used by the gasoline car manufacturers.

"As riding ease and comfort are two dominating factors in deciding on the purchase of a car it should behoove the prospective owner to look for that car which fits his condition. We have found that the conditions vary so greatly that, in care for the riding wants of the auto buying public the Baker B. & L. Company is building nine models, each for a distinctive purpose.

BOSCH EXHIBIT IS LARGE.

Shows All Accessories for All Sizes of Motors.

The Bosch Magneto Company's exhibit is the largest in the accessory section, and on account of its size will not be so crowded as the exhibits of the other companies. The exhibit of the Bosch Magneto Company will show the Bosch standard and completely equipped automobile engines will be shown, ranging from two to twelve cylinders and all equipped with various types of Bosch electrical systems and accessories.

A Packard twelve cylinder engine will be shown fitted with the Bosch flywheel drive starting motor, a Bosch lighting dynamo and one of the very latest Bosch products, a Bosch twelve cylinder magneto. It will be fitted also with a vibrating duplex ignition system, Bosch cable and Bosch plugs. Various other Bosch accessories will be included, and the entire display will be so arranged that all the accessories can be viewed while they are in operation or use.

In addition to the large units there will be separate demonstrating stands for the Bosch lighting dynamo, Bosch cable and Bosch plugs. Various other Bosch accessories will be included, and the entire display will be so arranged that all the accessories can be viewed while they are in operation or use.

**STUDEBAKER BRINGS
OUT A NEW LINE**

Prices Are Reduced—Cars Already in Dealers' Hands.

Announcement just made of the new series 17 Studebaker six cylinder and four cylinder models comes, revealed for the first time here at the automobile show, in the nature of a double triumph for the Studebaker corporation.

Shipments of the new cars have been going forward for the past two weeks, so that more than 3,000 dealers already are able to show the series 17 models. The basic design of the series 17 cars shows no radical changes. The mechanical principles are retained intact. Refinements have been in the direction of greater roominess and comfort, along with still further conveniences. In spite of added features, however, the new series 17 four cylinder, seven passenger touring car now sells for \$445. The three passenger roadster is priced at \$325.

A notable addition to the Studebaker line is the six cylinder seven passenger sedan model, the price of which is \$1,100.

One of the refinements in the series 17 cars is the divided front seat. The seats are adjustable fore and aft. The brake and clutch pedals have been lengthened in order to provide greater leverage and a consequent ease in control. This pedal adjustment, supplemented by the front seat adjustment, provides for drivers of varying sizes.

Another contribution to ease in driving is the removal of the cowl board and the vacuum feed system to insure a steady supply of gasoline at all times more room is obtained in the front of the car.

Several refinements that anticipate the wishes of drivers are the provision of a radiator guard to prevent mud from splashing up into the radiator; the removal of the carburetor air control bracket from the steering post to the cowl board; and the lapping of the upper glass of the windshield over the lower glass, thus rendering the windshield storm-proof.

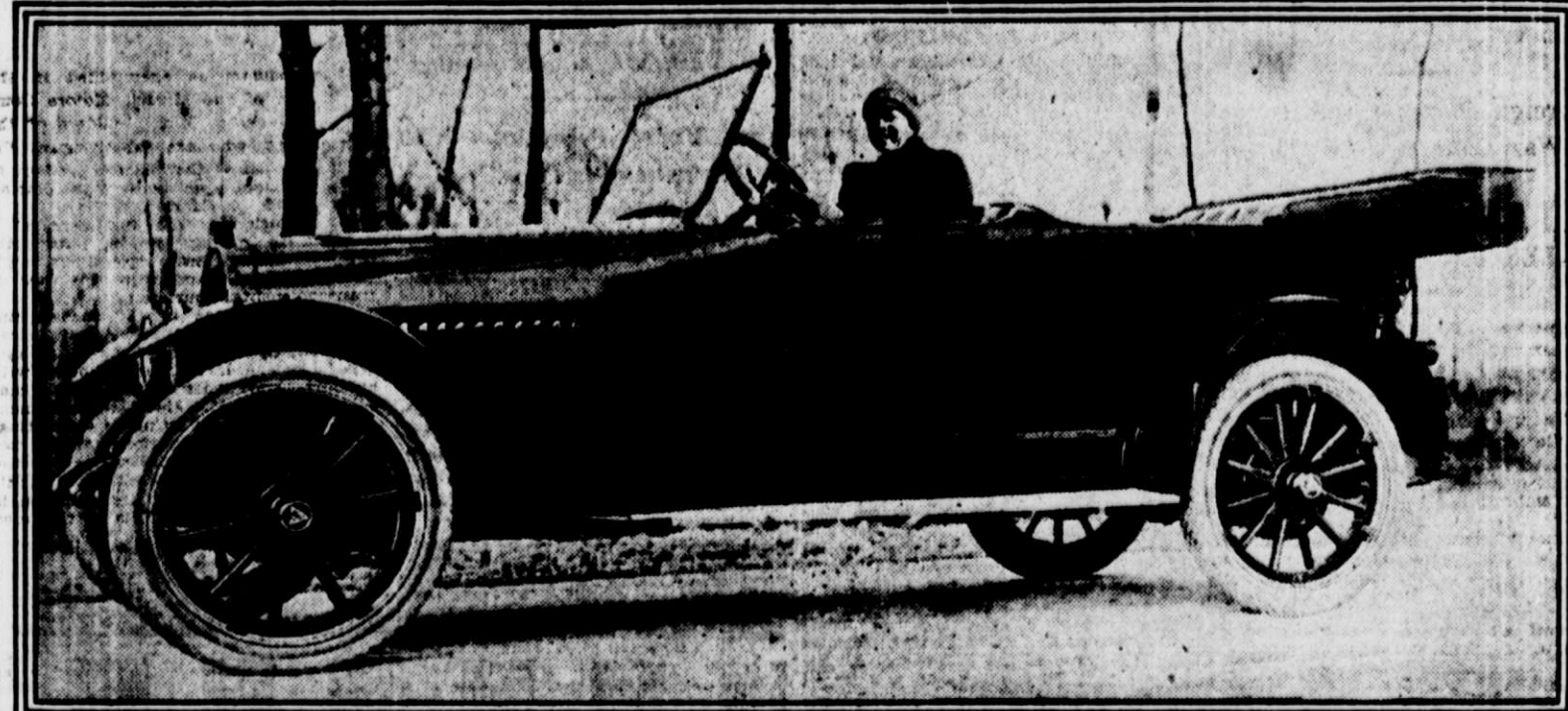
The motor has a 3 1/2 inch bore and a 5 inch stroke, developing forty horsepower in the four cylinder model and fifty horse-power in the six cylinder car. The Wagner two unit electric starting and lighting system is used, with still further refinements that give it power to turn the motor over easily, even in the coldest weather.

Rear axle is of the full floating type, with a complete equipment of Timken bearings throughout. The long resilient springs are of the three-quarter elliptic type in the rear and semi-elliptic in front. Riding comfort on the road is further provided by the Goodyear tires of generous size, 34x4 inches, safety tread on the rear.

Coincident with the appearance of the new series 17 models it is announced that the Studebaker output for 1916 will total 100,000 cars. The factory force is now working on a schedule that insures that number of machines during the coming year.

"Simply because a car is one or two inches wider than another or an inch longer does not signify that it is a more comfortable car. The real point must be considered, whether the car you intend purchasing fits your needs from a riding viewpoint. This is a vital point with the electric car manufacturer, mainly because his shorter wheel base

Ralph Mulford Smiles as He Drives the Hudson Super-Six



WILLIS-KNIGHT COUPE FOR WOMEN'S TASTE

This Car Has Been Well Received by Feminine Auto Users.

Of the many models produced by the Willis-Overland Company the past year none has been received more enthusiastically by women than the Willis-Knight four passenger coupe. Electrically lighted and started and with easily depressed clutch pedal, adjustable for length, the car has been especially designed for convenience of women.

This coupe has all the luxury usually found in a closed car and runs with the quiet of an electric motor. Its 40 horse-power Knight type motor insures its passengers against the noise and vibration that ordinarily are accentuated in a closed car driven by a gasoline engine. The action of this sleeve valve Knight motor is so smooth and quiet that one hardly can realize it is in operation even when standing close to the hood.

Soft gray Bedford cord cloth lines the interior of the car, including seats, side walls and ceiling. The floor is covered with a thick gray carpet and the dainty silk shades at the windows are in perfect harmony with the color scheme.

The seats are large and roomy and ample space has been provided for four persons. The single seat in front may be turned either forward or backward and does not interfere in any way with the driver, who has plenty of elbow room in which to operate the levers and steering wheel.

The doors are of the non-rattling, weather and dustproof type and can be locked from inside or outside, the idea being to make it perfectly safe for a

AMERICA OUTSTRIPS EUROPE IN EIGHTS

Multi-cylinder Car to Predominate in the Future, Says
W. L. Colt.

By WILLIAM L. COLT,
Eastern District Sales Manager,
Coble Motor Car Company.

The most sensational year the motor car industry has yet experienced has been the one which has just drawn to a close. It has been a year of most startling scientific development and has been marked by a total readjustment to new standards both in production and in car performance.

The car that would measure up to requirements twenty-four months ago in point of its mechanical construction is decidedly passé. The motor car owner is making new demands in the way of ability and efficiency. He has come to understand that the former maximum of performance, measured by these new standards, is but a meagre minimum within the range of ability of the real up-to-date motor car.

For some time the American manufacturer has made the claim that he would outstrip his European rival in the building of custom made cars. Not until the last year, however, could he really substantiate that claim. With the development of the multi-cylinder car in this country to a stage that makes its production in large quantities feasible and commercially profitable, however, in a few words signifies the success of the American builder has advanced just one round ahead of the foreign automobile producer. He has given to the world in practically form a mechanism which has exceeded the expectations of

The Empire Slogan of Growth.
"Seventh Year of Continued Growth" is the slogan adopted by the Empire Automobile Company, a phrase which in a few words signifies the success of the company. The seventh year is to be the biggest in the history of the company, with a much larger production on two models, a four and six cylinder type.

Empire Cars Have Many Lights.
Seven distinct lighting units are standard on Empire cars. In addition to the customary head lamps with dimmer bulbs and tail light there is a dash light, a tonneau light and a tonneau inspection lamp. The tonneau light is set in the back of the front seats and gives brilliant illumination to the tonneau.

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